



Expanding CalFresh to SSI Recipients: Access for All Guest Speaker Webinar Series

Serving Older Adults

April 9, 2019

How to Listen In

- This webinar will be held in “listen only” mode.
- There are two ways to connect to audio:
 1. Via phone
 2. Via computer
- For closed captioning, visit:
<https://www.streamtext.net/player?event=CalFresh>



How to Ask Questions

- On-line through GoToWebinar
 - Type your questions into the question pane on your control panel anytime during the presentation.
 - Responses to questions will be provided and posted after the webinar on the Expanding CalFresh Training webpage:
www.cdss.ca.gov/inforesources/CalFreshSSI/Training.

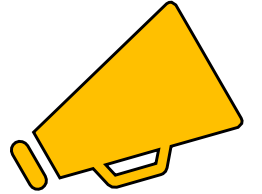
Note: This webinar will be recorded. A link to the recording and all presentation materials will be posted on www.cdss.ca.gov/inforesources/CalFreshSSI/Training.

Expanding CalFresh to SSI Recipients: Access for All Guest Speaker Webinar Series

Date and Time	Topic	Guest Speakers
April 16, 2019 10:00 AM – 11:00 AM	<u>SERVING PEOPLE IN MULTIPLE LANGUAGES & WELCOMING IMMIGRANTS</u>	Just Communities
April 16, 2019 1:00 PM – 2:00 PM	<u>SERVING DIVERSE COMMUNITIES & ADVANCING RACIAL EQUITY</u>	Public Health Advocates

Register and view past webinar content at
www.cdss.ca.gov/inforesources/CalFreshSSI/Training.

CalFresh Expansion to SSI Recipients



- Starting June 1, 2019, seniors and/or people with disabilities receiving Supplemental Security Income and/or California State Supplementary Payment (SSI/SSP) can apply for and receive CalFresh if otherwise eligible.
- There is NO change or reduction to SSI/SSP amount.
- For more information, visit the Expanding CalFresh webpage at www.cdss.ca.gov/CalFreshSSI.



Erin Kee McGovern, NCOA

Mayra Gutierrez, MAOF

**Ma Lai Vue, CSU, Chico – Center for
Healthy Communities**

Phyllis Willis, WLCAC

About National Council On Aging (NCOA)



Who We Are:

NCOA is the national voice for every American's right to age well

Our Vision:

A just and caring society in which each of us, as we age, lives with dignity, purpose, and security

About National Council On Aging (NCOA)

Our Mission:

Improve the lives of millions of older adults, especially those who are struggling

Our Social Impact Goal:

Improve the health and economic security of 10 million older adults by 2020



The 4 biggest barriers to applying for benefits were identified as:



**Lack of awareness
of programs**



**Assuming the application
process is tedious**



**Not knowing where
to begin to apply**



**Believing other people
need help more**

Promising Outreach Strategies

- Using **multilingual** radio, television, and newspaper **outreach**
- Strategies to pay for multilingual outreach
- Using **social media** and **targeted online advertising**
- Facebook Strategies
- **Integrating** CalFresh Food outreach with other benefits programs
- Building **partnerships** to increase scope of outreach

Promising Education Strategies

- **Reframing** the CalFresh Food benefit to **demonstrate its value**
- **Reducing shame** and stigma
- **Building trust** with participants to ease anxieties
 - Establishing a positive reputation in the community
 - Demonstrating a commitment to cultural competency
 - Engaging volunteers and workers from the community

Promising Application and Enrollment Strategies

- Providing **one-on-one application assistance** and help filling out the application
 - In person application assistance is best
- Taking advantage of contact with already enrolled seniors to focus on eligibility
- **Collaboration** within organization for better screening and referrals
 - No wrong door policy
 - Review of intake forms
 - Screen for food insecurity
 - Screen for benefits eligibility
 - Train staff on how to talk to seniors who are potentially eligible but not participating in benefits programs



Best Practices When Working with Latino Older Adults

Gaining Trust

- A best practice when working with Latino older adults is gaining their trust.
- Gaining the trust of seniors is paramount to get them to listen and open up to you.
- Part of gaining their trust requires **building a safe space** for them and **speaking their language**.
- Once trust is built seniors will spread the word about your agency.



Go Where They Gather

- You cannot wait for seniors to come to you
- You must **go where they gather**
 - senior centers, senior buildings, churches, social security offices, and hospitals...

Be Prepared

- **Educate yourself** about a benefit program before you attempt to educate senior clients.
- Have materials in the **language** your clients speak.
- Materials should **be concise** to avoid overwhelming clients.
- Be prepared to **answer questions** and speak to family members.

Tailor Your Message

- Another best practice is tailoring your outreach message to the senior community.
- You must **address any myths and or concerns** seniors have about CalFresh.
- Some myths include:
 - They will have pay the state back for participating in the program.
 - They will reduce their social security benefit if they participate in the program.
 - CalFresh is a public charge program.
 - If they participate in the program they will take the benefit away from families with children.
 - They will only receive \$15 in benefits.

Build Partnerships

- Building partnerships is vital to outreach.
- Partners help in spreading your outreach message, and are important in **building trust**.
- Partners also help with **referrals**.
- Partnerships allow you to be more **visible** in the community
- In building partnerships having a **key contact person** is important.





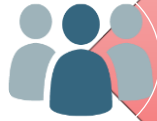
Center for Healthy Communities

CALIFORNIA STATE UNIVERSITY, CHICO

Ma Lai Vue, Health Education Specialist



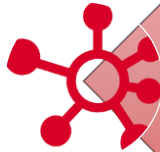
Best Practices



Outreach



Application Assistance



County Partnership



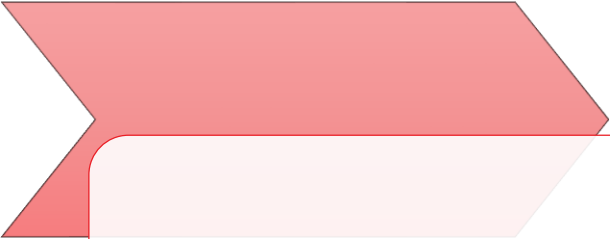
Follow Up

Outreach

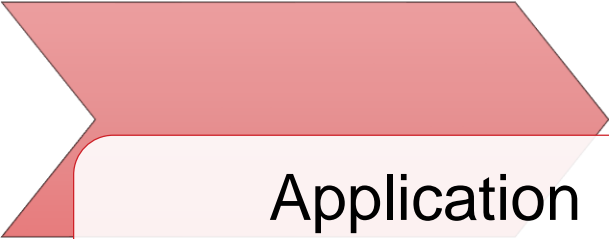
- **Food Distributions**
 - Mobile hotspot and tablets/laptops
 - Prescreen and collect contact information as they are waiting in line
- **On-Site Assistance – Low-income housing complexes**
 - Connecting with resident managers – promotion
 - Community room
 - Sign ups




Application Assistance



Contact Sheet &
[Release of
Information](#)



Application
Assistance
[GetCalFresh.org](#)
[Demo.getcalfresh.org](#)



“Getting and
Keeping CalFresh
Can Be Easy”

GETTING & KEEPING **CALFRESH BENEFITS** CAN BE EASY!

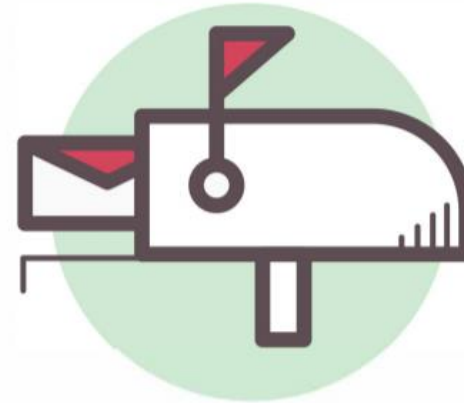
Just follow these 3 steps!



Submit an
application **today**



Complete an
interview within
a week



Submit verification
within **30 days**



Funded by USDA SNAP, known in California as CalFresh, an equal opportunity provider and employer, and the California Department of Social Services

County Partnership



A vertical diagram on the left side of the slide, consisting of three white circles connected by a red line. Each circle is positioned to the left of a horizontal red bar. The top bar is a lighter shade of red, the middle bar is a medium shade, and the bottom bar is a darker shade. The text is centered within each bar.

Communicate about big events

Provide cross trainings

Attend meetings

Follow Ups

- **30 Day Process** – Interview and verification submission
- **Follow up with applicants** two weeks after submitting online application
 - Has the applicant heard from the county?
 - Did they complete the interview? Do they need to reschedule?
 - What verifications are needed and does the applicant need help submitting them?
 - If applicant completed the interview and turned in the necessary documents, was CalFresh granted?
- Follow ups may take a few attempts.
- **Phone calls** preferred by most older adults.



Contact Information

CSU, Chico – Center for Healthy Communities

25 Main St., Suite 201, Chico, CA 95928

CHCCalFreshOutreach@csuchico.edu

(530) 898-5442



Watts Labor Community Action Committee (WLCAC): Benefit Enrollment Centers (BEC) /SNAP- CalFresh Food Grantee Outreach Best Practices

- Phyllis Willis, MSW, Senior Services Director
- Karina Hernandez BEC Counselor Lead
- Tessa Rosario, BS, BEC Counselor



WLCAC: History

- The Watts Labor Community Action Committee (WLCAC) has been working with people in Watts to improve the quality of life since 1965. The Watts Labor Community Action Committee (WLCAC) is a non-profit, community-based, human social services organization dedicated to improving the quality of life for South Central Los Angeles residents.



WLCAC: History

- **Ted Watkins founded the Watts Labor Community Action Committee to improve the quality of life in Watts. His contribution led to the nation's first senior services programs in Watts and South Los Angeles. Today, 50 years later, we have established five multipurpose centers.**
- **WLCAC serves over 3,000 seniors per year with:**
 - Nutrition → 211,000 meals served annually
 - Transportation → 18,090 one way trips
 - Case management and supportive services in 45 zip codes
 - Evidence-based health promotion programs
 - In-home services
 - Economic development → 150 properties



Benefit Enrollment Centers (BEC) Outreach

Welcome!

The **Bradley Multipurpose Senior Center** opened in the mid-1970s, providing quality services that are "relevant, responsible, resourceful and compassionate." Named after the 38th mayor of Los Angeles, Tom Bradley, the BMSC offers a wealth of programs and resources for older adults, including door-to-door transportation, case management, in-home support, nutrition services, as well as recreational activities designed to enhance the quality of life for our participants. The Bradley Multipurpose Senior Center is our flagship senior center, located across the street from WLCAC headquarters.

The **Theresa Lindsay Senior Center** was established in 1991. It is a Multi-Purpose Resource facility designed to provide non-medical social care services to meet the needs of older adults. The center is designed to assess social and health needs, create and implement care plans, coordinate and follow-up with assessments and home visits for participating seniors. This facility also provides case management, nutrition services, workshops and classes, transportation and other support services to its clients.

In 1983, the **Estelle Van Meter Multipurpose Center** opened, offering many a home away from home. Mrs. Estelle Wilhelmina Van Meter (November 8, 1907-December 9, 1998) was an activist known for her tireless efforts to improve life in South Central Los Angeles. She's described as "an unrelenting force" and "a great voice of South Central L.A." Reflecting her life of service, her final request was that the Center continue, and it has; providing meals, classes and services to the multi-cultural community. Her motto was: "Everyone must feel comfortable here." On her behalf, *Welcome*.

"We taught the rest of the nation how to revolt. And now it's upon us to teach the rest of the nation and the world how to use unity as the glue that holds us together and take the tools of cooperation and build that better future."

– **Tim Watkins**, WLCAC President and CEO

The Watts Labor Community Action Committee (WLCAC) has been working with people in Watts to improve the quality of life since 1965. We hold the hands of people in need by providing a place to sleep, food to eat, money to earn and love to grow. Over the last 45 years, we have grown to hold more than 30,000 hands per year through the tireless commitment of dedicated staff and volunteers.



Benefit Enrollment Centers

Get Help with Medical, Utility, Food and Medication Costs

Bradley Multipurpose Senior Center

10957 S. Central Avenue
Los Angeles, CA 90059
Phone ☎ (323) 563-5639



Theresa Lindsay Senior Center

429 E. 42nd Place
Los Angeles, CA 90011
Phone ☎ (323) 846-1920



Estelle Van Meter Multipurpose Center

7600 Avalon Boulevard
Los Angeles, CA 90011
Phone ☎ (323) 305-1711



Benefit Enrollment Centers (BEC)

Welcome!

- Bradley Multipurpose Senior Center
 - Flagship senior center with wealth of services and resources
- Theresa Lindsay Senior Center
 - Non-medical social care services for older adults
- Estelle Van Meter Multipurpose Center
 - Named after tireless activist Mrs. Estelle Wilhelmina Van Meter, offers a home away from home



BEC/CalFresh Grantee Outreach Best Practices

- Cultural competency
- Success stories
- Hire seniors (Title V)
- Hire seniors from the community
- Bilingual BEC team
- Recruit volunteers from the community
- Quarterly volunteer recognition
- Includes over 45 zip codes in South and Metro Los Angeles



BEC/CalFresh Grantee Outreach Best Practices

- **Find a Champion**
- Benefit Enrollment **client services tracking** spreadsheets (Google Sheet form)
- Marketing thru a **social media** platform -council office
- **Cultural competence** and relevant to the community
- **Integration of food distribution programs** (Food bank and MPC's food pantry)
- **Benefits CheckUp**, a free online screening tool at www.Benefitscheckup.org/getSNAP



BEC/CalFresh Grantee Outreach Best Practices

- **Outreach materials** (NCOA BEC/SNAP outreach information Banner, Flyers, handouts)
- Avoid stigmatized **language** - use phrases such as “*save money thru SNAP*” instead of “*receiving public benefits*”
- **Build Partnerships**
 1. State Agencies (Department of Human and Social Services)
 2. Domestic Care workers (IHSS)
 3. Food Integration Program (Food Bank and MPC's Pantry)
 4. City Agencies (LA Department of Aging and Los Angeles City Council District 9)
- **Success stories**



BEC Success Story: Mr. and Mrs. Aguilera

The Aguilera's were having trouble paying their bills. They had only one source of income—Mr. Aguilera's Social Security. Mr. Aguilera has Parkinson's disease, and his wife is his primary caregiver.

They wanted help, but they didn't know where to turn.

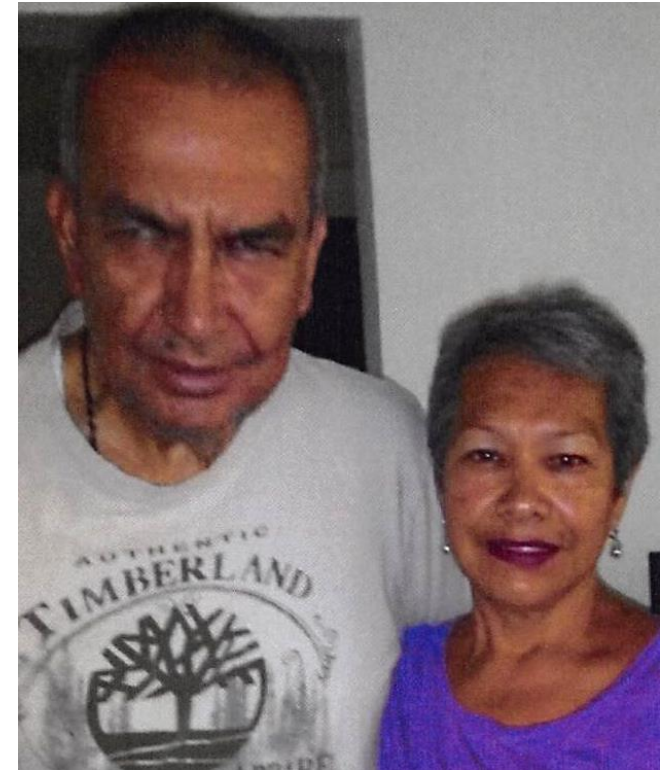
"My English is very limited, and I always struggle with paperwork," She stated, "I have applied for various services in the past, but my applications were always denied or returned because I completed them incorrectly."

A neighbor told the Aguilera's to call the Watts Labor Community Action Committee Bradley Multipurpose Senior Center in Los Angeles, one of 69 Benefits Enrollment Centers supported by NCOA.

"Together with our case manager and counselor, we were able to apply for many benefits," Mrs. Aguilera says. "They first helped us apply for PACE/HEAP, and we were recently approved and received \$340 that will go towards our water and power bill. We applied for low-income telephone and internet services, for which we qualified. We recently applied for access transportation and are waiting for an appointment."

Today, Mrs. Aguilera is spreading the word to her neighbors that information and support is available. "We live in a senior building, and I'm always sending my neighbors to the center."

In 2018, NCOA helped 796,000 people like the Aguilera's age well by getting back on the path to economic security.



Network

Internal

- Home delivered meals
- Case managers
- Food Banks
- Farmers Market
- Housing complexes
- Weatherization
- Handyworker Program
- Property Management
- Re-entry Program
- GRYD
- Family Source
- Homeless Services
- 23 Congregate meal sites
- 5 Senior centers



External

- Medical clinics
- Food Banks
- Local city council
- Homeless providers
- LA city department of Aging
- Fairs and events
- Veterans
- Health plans
- LADWP
- PACE/ LiHeap

BEC/CalFresh Cross Training

Every employee is BEC/CalFresh educated from case management to the maintenance workers

- Transportation door - door drivers
- Homebound meal drivers
- 23 congregate meal site managers
- Evidence based program leaders
- Case managers
- In-Home Supportive Services
- WLCAC directors and administrative staff



Outreach to those with Disabilities



Sustainability

- Broaden volunteer training program
- Food Expansion Program
- Submit collaborative funding applications



Challenges

- Increasing capacity of **homeless** older and elderly adult outreach and enrollment
- Funding to **increase capacity** to outreach to internal agency programs, residents and clients
- Funding to develop and implement an **innovative integration** system



Opportunities

- Use upcoming **Food Expansion Program** launch to attract the homeless elderly & disabled
- Collaborate with colleagues to submit **funding applications** that target elderly & disabled homeless
- Utilize opportunities for **district wide outreach** mailing from local council office



Solutions

- **Collaborate** with local and National SNAP/CalFresh Program team and administrators
- Work with academic partners to **measure & evaluate** CalFresh outreach & enrollment outcomes
- Work with retirees and Volunteers of America to increase BEC outreach and enrollment



Welcome To Our Center

COME JOIN US!

Congregate Meal Program

- Senior Lunch Program
Monday-Friday

Case Management

- Medical Equipment Referrals
- Medication Management
- Free Life Alert (EARS)
- In-Home Supportive Services
- Advocacy

Benefits Enrollment

- CalFresh/Snap
- Medicare/Medi-Cal
- Utility Assistance
- CAPI

Legal Assistance

- Elder/Caregiver Rights
- Conservatorships/Guardianships
- Elder Abuse
- Housing Rights
- Statutory Wills
- Long Term Planning

Transportation

- Door-to-Door Transportation
- Grocery Shopping/Medical Appointments

Events, Activities and Workshops

- Bingo and Loteria, Care & Share Program
- Exercise, Zumba and Arthritis Classes
- Living With a Chronic Condition? Workshops:
Healthier Living, Diabetes, Pain Management,
Matter of Balance and UCLA Memory Classes
- Free Food Distribution

Ask Our Friendly Staff!

Hablamos Español

NCOA BEC/SNAP (CalFresh) Information Outreach Banner



**Supplemental
Nutrition
Assistance
Program**



2019 NCOA/BEC INTAKE LIST FORM

First Name, MI	Last Name	Active Services	Services Completed	Total Services Completed	Disability Status	Address, City, State, Zip ,County	Phone	Date of Birth	Age Range	Gender	Race and Ethnicity



Contact Information

Karina Hernandez

Case Manager/Benefit Enrollment Center Lead

Direct: 323.846.1920

Email: khernandez@wlcac.org

<http://www.wlcac.org>



Resources

- CDSS Policy Refresher: [CalFresh Eligibility Rules for Elderly and/or Disabled Individuals](#)
- CDSS Engaging CA Seniors: [Elderly Simplified Application Project \(ESAP\)](#)
- AARP: [Disrupt Aging](#) Video

Reminders



- **Next webinar:**

Serving People in Multiple Languages & Welcoming Immigrants

Guest Speaker: Just Communities

Tuesday, April 16, 2019

10:00am – 11:00am

- More information, including webinar materials and Q&A:
www.cdss.ca.gov/CalFreshSSI
- Email: CalFreshSSI@dss.ca.gov